

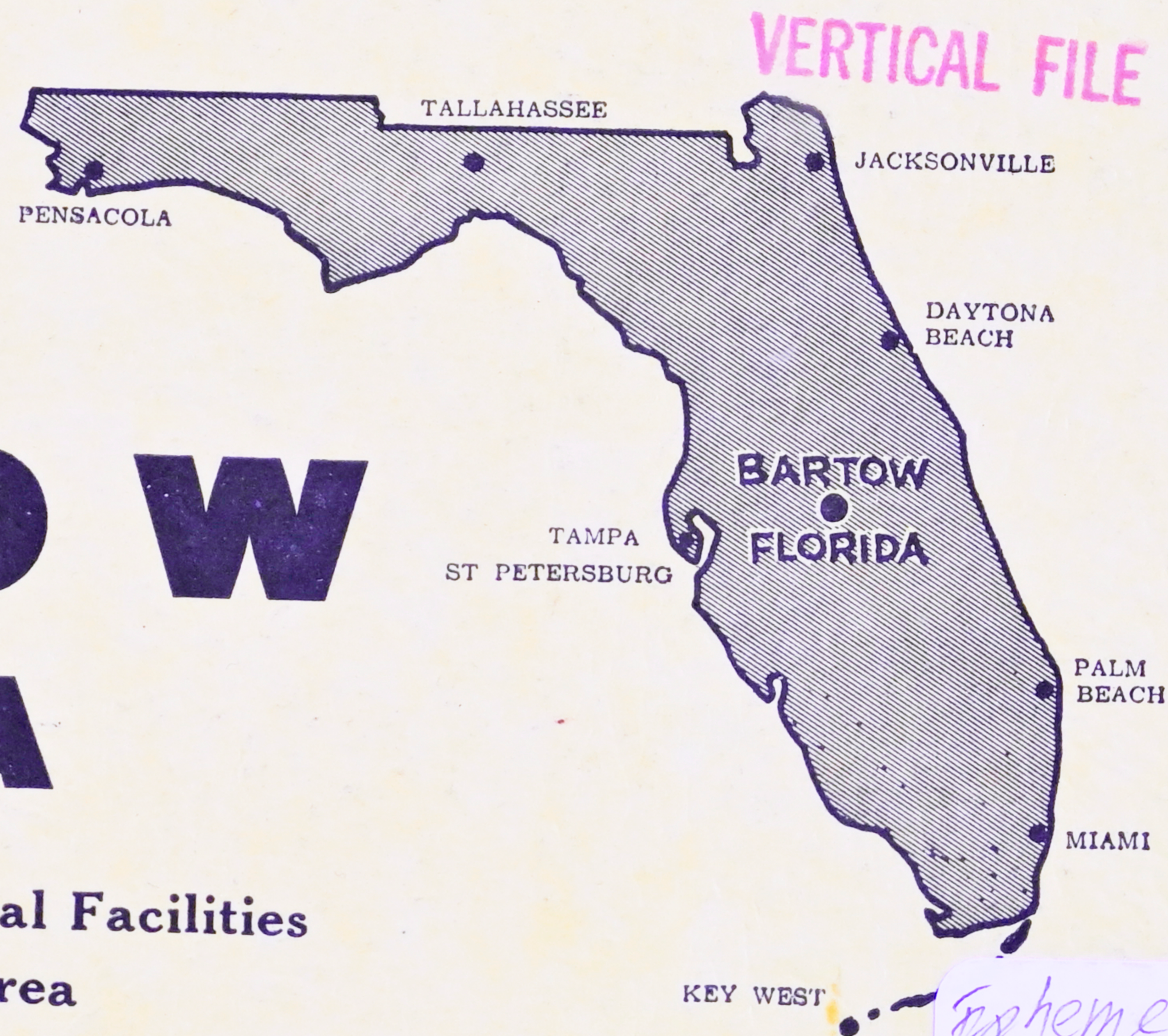
BARTOW, FLORIDA

GENERAL

ECONOMIC DATA

BARTOW FLORIDA

Industrial — Commercial — Municipal Facilities
of Bartow and Its Trade Area



*Ephemeral
Polk Co.*

Published By

BARTOW CHAMBER OF COMMERCE

With the Cooperation of

CITY OF BARTOW, FLORIDA

The "Capital" of Imperial Polk County

FOREWORD

- Bartow is the county seat of Imperial Polk, one of Florida's largest counties. It has a land area of five square miles and is one of the state's leading industrial and agricultural districts. It is located just a few miles from the geographical center of the state and has an elevation of 115 feet.
- Bartow is known for its beautiful homes, impressive churches, and excellent schools. It could well be called the "Azalea City," for thousands of these plants light up the city during February, their blooming season.
- The city government has recently installed a modern sewage system and disposal plant. Many miles of new and resurfaced streets have just recently been added to keep pace with the growth of the area.
- Bartow is a highway center. U. S. 17 and 98, Florida 60 and 37 pass through the city. The district office of the Florida State Road Department is located in Bartow, and has jurisdiction over 13 surrounding counties.
- From Bartow it is but a short ride to a number of Florida's outstanding tourist attractions such as Beautiful Cypress Gardens, the Bok Singing Tower, the Great Masterpiece, the Outdoor Passion Play, and others.
- Bartow's excellent weather conditions, its active and friendly people and its tremendous industrial and agricultural wealth will make you want to claim Bartow as your home town. Why not write the Chamber of Commerce for additional information.

POPULATION

	1940 Census	1950 Census	1955 Estimated	% Increase
City of Bartow	6,158	8,694	12,500	41.2
County of Polk	86,665	123,997	144,200	43.1
State of Florida	1,897,414	2,771,305	3,561,900	46.1

Characteristics

City of Bartow

	1940	1950	% Change
White	4,115	5,737	39.4
Non-White	2,043	2,957	44.7
Per cent White	66.0		
Per cent Non-White	34.0		
Median Age	29.5		

County of Polk

1950

Per Cent White	79.4
Per Cent Non-White	20.6
Urban	54.2
Rural (farm)	8.4
Rural (non-farm)	37.5

TRANSPORTATION

Highways — U. S. highways 17 and 98 and Florida state roads 60 and 37 pass through Bartow.

Railroads — The Atlantic Coast Line and Seaboard Air Line Railroads provide freight and passenger service to Bartow.

Bus Lines — Greyhound and Trailways bus lines provide ten stops daily.

Highway Freight — Bartow is served by the Tamiami and Hunt Truck Lines.

Airport — The Bartow Air Base, located five miles north of the City, is being leased by Garner Aviation Service Corporation, as a primary training school for aviation cadets.

AUTO AND TRUCK REGISTRATION

Polk County, Florida

1951	44,421
1952	50,731
1953	64,581
1954	70,365

TRAFFIC COUNT

Average Daily Count — 1954

Bartow, Florida

	Commercial	Total
Highway 17 North	455	8780
South	855	4480
Highway 60 West	1065	5725
South	820	4385
Highway 35 North	860	4925

COMMUNICATIONS

Telephones — The Peninsular Telephone Company has an exchange in Bartow providing service for the southern Polk County area.

Telegraph — There is an office of the Western Union Telegraph Company in Bartow.

Mail — There are two north and two south outgoing routes daily.

Airmail — Three outgoing routes daily.

Radio — Bartow has one radio station, WBAR, broadcasting with the power of 1,000 watts.

Newspaper — One newspaper, The Polk County Demorcat, has a circulation of approximately 2900. It is published semi-weekly.

“YOU MAY COMMUNICATE WITH THE WORLD FROM BARTOW”

POSTAL RECEIPTS

Bartow, Florida

1947	\$ 54,379.89
1948	60,673.80
1949	64,950.67
1950	67,422.71
1951	77,322.47
1952	92,054.87
1953	102,185.80
1954	110,670.44

TELEPHONE STATIONS

Bartow, Florida

1947	2014
1948	2268
1949	2495
1950	2735
1951	3191
1952	3446
1953	3722
1954	4321

EMPLOYMENT

Distribution (covers 12 mile radius of Bartow)

	<u>Number Employed</u>
Phosphate Industry (mining and fertilizer production)	3,350
Citrus (all phases of citrus production)	1,200
Cattle	235
Construction	600
Government Work	900
Total All Other	1,250

Total Employment 7,525

EXISTING PAY SCALES

Professional Engineering Chemist	\$475.00	-	\$500.00
Chemist	260.00	-	325.00
Clerical (office workers, etc.)	150.00	-	\$300.00
Skilled (carpenters, plumbers, etc.)	1.50	-	3.00 Hr.
Semi-Skilled (helpers, apprentice)	.85	-	1.50 Hr.
Unskilled (common labor)	.75	-	1.30 Hr.
Agriculture (farmers, etc.)	.75	-	1.00 Hr.
Domestic (maid, yardman, etc.)	.50	-	.75 Hr.

(SOURCE — FLORIDA EMPLOYMENT SERVICE)

LABOR

An Increasing Labor Supply

- Florida's large labor supply comes from three principal sources: (1) Tremendous in-migration from other states; (2) The normal flow of residents into the labor market as they finish school; (3) Continued mechanization of farms which is releasing thousands of workers for jobs in industry.
- It is estimated that new families are moving into the state of Florida at the rate of 900 each week. This growth naturally includes workers of many trades and skills. Specialized workers can be recruited to Florida very easily because of the universal desire throughout the country to live in the "Sunshine State."

Union Organization

- The eastern section of Polk County is organized under the CIO and independent unions representing citrus and allied industries. The western part of the county, embracing the entire phosphate, fertilizer and mining industries, is represented by A. F. of L. units, principally International Chemical Workers.
- A number of large citrus concerns and most all of the smaller packing and shipping houses are unorganized.
- There is no union organization within sales, clerical or domestic personnel.

"BARTOW — FLORIDA'S CENTRAL INDUSTRIAL AREA"

UTILITIES

Electricity

Electric power is supplied by the City of Bartow.

Water

Municipal water is also supplied by the City. The source is four deep wells with a capacity of 9,300,000 gallons per 24 hours.

Sewerage

A recent expansion program has extended Bartow's sewer system to all sections of the city.

Gas

Manufactured gas is available by underground mains in some sections of the city. Two companies furnish bottled gas to the area, Central Florida Gas Co., Greens Fuel of Florida.

Fuel Oil Dealers

Gulf Oil Company, Phillips "66" Oil Company, Sinclair Refining Company, Cities Service Oil Company, Standard Oil Company, Texas Oil Company, Amoco Oil Company, Pure Oil Company.

"80% U. S. PHOSPHATE PRODUCED IN BARTOW AREA"

UTILITY RATES

Electricity

First 50	6c KW
Next 50	5c KW
Next 100	3c KW
Next 100	3c KW
All Over 300	1½c KW

Total KWH Consumed and Number of Electric

Meters — Bartow, Florida

Year	Total KWH	No. Meters
1951	15,302,022	3450
1952	16,752,875	3544
1953	18,583,078	3876
1954	22,929,250	4000

WATER

First 5,000 gallons	40c per 1,000 gallons
All over 5,000 gallons	15c per 1,000 gallons

Water Analysis

Hardness	256	Chloride	10
pH	76	Magnesium	11
Alkalinity	122	Carbon Diox-	
Iron	700	ide	8 parts
Calcium	56		
Hydrogen Sulphide	6-8		

Number of Water Meters City of Bartow

1951	2762
1952	2874
1953	3082
1954	3276

INDUSTRY

- Industry is the leading factor in Bartow's year round economy. A great variety of commodities are produced. Raw phosphate, tin cans, bait lures, fertilizer, cigars, boats, mattresses, super phosphate, pure bred cattle, meat products, frozen citrus concentrates and citrus pulp feed.
- The phosphate industry has, for the past three years, been in a period of rapid expansion involving some \$35 million in new plant construction. This has been one of the sources of Bartow's prosperous growth.
- During 1954, 9,881,000 long tons of phosphate were shipped from this area and had a value of \$60,000,000. Over 80 per cent of the U. S. supply of phosphate is shipped from this area.

AGRICULTURE

- Of some 3,070 counties in the United States, Polk County ranks FIRST for production of citrus. It alone produced 37,800,000 boxes, or 27 per cent of the state crop. Estimated total worth of over 110,000 acres of citrus within the county is \$165,000,000. Polk County is the greatest citrus producing county in the world.
- Polk County is also famous for its pure bred cattle. Included among over 100,000 head in the county are pure bred herds of Brahman, Aberdien, Angus, Hereford and Short Horn. These have helped Florida become the leading producer of cattle in the southeast. It ranks 13th nationally. The livestock are estimated to be worth \$10,000,000.
- There are 1,191,040 acres of land within Polk land There are some 3,256 farms in the county. County. Of this, 1,140,000 acres are in farm or ranch

HOUSING

Number of Bartow Dwelling Units

(US Census of Housing)

1940	1767
1950	2692

Dwelling Units Constructed Since 1950

1951	108
1952	152
1953	234
1954	180
1955 (thru June)	94
Total	755

1955 Total Bartow Dwelling Units 3,447

BUILDING PERMITS

1950	\$ 818,776.
1951	883,485.
1952	980,525.
1953	2,542,167.
1954	2,711,248.
1955 (thru June)	945,547.

Source — City of Bartow

GOVERNMENT AND TAXES

City Government

- The Government of Bartow is the Mayor-Commissioner City-Manager type.
- General tax rate is 13 mills, based on property owned as of January 1st. Assessment is based on 1942 property value.
- Bonded debt of the City of Bartow as of June 1955 is \$2,333,000.
- Police protection is provided by a force of fourteen men, having facilities of three motorcycles and two squad cars. The Fire Department maintains four full time drivers for four modern trucks and has a volunteer force of twenty-three men.

County Government

- Polk County is governed by a board of five elected commissioners, each representing a district. 1954 County tax rate averages 39 mills. Assessment is based on 65 per cent of the construction costs.
- Polk County assessed valuation per capita in 1950 was \$1,275.
- Florida has no city, county, or state income taxes and no state inheritance taxes.
- Florida's Homestead Exemption Law provides that the first \$5,000 of assessed value of property of a person's homestead is exempt from taxation.

ASSESSED VALUATION

CITY OF BARTOW

1945	\$ 5,320,735.
1946	5,547,235.
1947	6,014,400.
1948	6,297,225.
1949	8,973,250.
1950	9,379,275.
1951	10,005,575.
1952	10,575,425.
1953	10,992,950.
1954	11,886,875.
1955	13,159,785.

BANKING AND FINANCE

Bartow has two banks and one Federal Savings and Loan Association. Their steady increase of resources clearly indicate the rapid growth of the city.

The Florida National Bank of Bartow with resources of	\$13,686,672.51
The Citrus and Chemical Bank of Bartow with resources of	\$ 2,424,487.79
The Bartow Federal Savings and Loan Association with resources of	\$ 2,691,411.62
TOTAL RESOURCES	\$18,802,571.92

Total Resources of Banks	
1951	\$ 8,569,250.74
1952	12,671,142.40
1953	16,169,107.48
1954	15,064,501.49
1955 (June)	16,111,160.30

Total Resources of Savings & Loan Assoc.	
1951	\$ 1,212,158.46
1952	1,512,811.43
1953	1,809,819.01
1954	2,271,256.33
1955	2,691,411.62

"POLK COUNTY — WORLD'S LEADING PRODUCER OF CITRUS"

COMMUNITY LIFE

Recreation — An eighteen hole, municipally owned, golf course operates the year round. Some of Florida's best fishing is available in many nearby fresh water lakes. It is just 39 miles to the Gulf Coast. Other popular sports include swimming, boating, tennis and water skiing. Throughout the summer months, an organized recreation program is maintained for the children.

Churches — Bartow has 22 white churches, representing practically every denomination.

Library — There is a Carnegie Library in Bartow with over 11,000 volumes available for loan. A historical library is maintained by the County of Polk.

Hospitals — Two hospitals offer modern medical facilities and have a total bed capacity of 180. Twelve physicians and three dentists are in active practice.

Schools — Bartow schools hold the highest rating issued by the state. A recent expansion program has added many modern facilities.

SCHOOL ENROLLMENT

Bartow Area

1944-45	2111
1945-46	2289
1946-47	2458
1947-48	2592
1948-49	2574
1949-50	2819
1950-51	3004
1951-52	3110
1952-53	3262
1953-54	3502
1954-55	3803

CLIMATE

● Bartow has a pleasant semi-tropical climate with an average temperature of 72.2 degrees. It is located on the ridge section of Florida, one of the highest areas of the state, 115 feet above sea level. The highest recorded elevation in the state is 16 miles from Bartow, at Bok Singing Tower, 325 feet above sea level.

● Several frosts may be expected during the mild winters. The last killing frost averages around December 27. There are over 320 growing days in the average year.

CLIMATE CHART

Jan. Feb. Mar. Apr. May June July Aug. Sep. Oct. Nov. Dec. Year

Normal Temperature	61	63	67	72	76	80	81	82	80	74	66	61	72.2
Rainfall (inches)	2.6	2.7	2.9	2.4	4.8	8.3	8.3	8.0	7.4	3.6	1.6	2.2	55.31
Humidity	66	60	59	55	52	58	65	65	64	59	62	62	65

(SOURCE — US WEATHER BUREAU)

BARTOW WELCOMES NEW INDUSTRY

The Bartow Chamber of Commerce, an organization of local business men, was established to encourage the commercial growth of Bartow and assist in any manner, new industry and commercial firms moving to this area.

The facilities of this organization are at all times at the disposal of those seeking additional information on Bartow's industrial and commercial opportunities. All inquiries will be strictly confidential. Address your letter to the

INDUSTRIAL DEVELOPMENT COMMITTEE

Chamber of Commerce

P. O. Box 956

Bartow, Florida

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